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Digest

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What's Best For You, Is Best

THE Best Lists have been growing yearly. It appears now, that Everybody Is Doing It, in some form.

We have, among our Trade Press, a number of Ten Best, such as, Best Picture Of The Year, Best Male Star, Best Female Star, Best Supporting Male, Best Supporting Female, Best Director, Best Camera, Best Story, Best Color, Best Black & White, Best Music, Best Cartoon, (color), Best Cartoon (Black & White,) Best Documentary, and a few more Bests.

The Movie Columnists select their Ten Best, Fan Magazines their Ten Best, other National Magazines their Ten Best.

The National Board of Review its Ten Best, The Federation of Womens Clubs, its Ten Best, The New York Critics, fourteen of them, Their Bests.

The Best Idea has expanded to the Best at the Box-office, a poll from the exhibitors' point of view, in the Motion Picture Herald's Annual Poll.

This latter Best, which appears to be Best for the Exhibitor, is, also, Best for the Producer and Distributor, in whose pictures appear these Best Box-office Stars as voted.

Not to appear too grossly commercial, do you not think The Best at the Box-office, which reflects What's Best For You, is Best?

If in the Exhibitors' opinion, Gary Cooper has been selected as the 1953 Top Box-office Star, as he was in 1952 Poll, it is not because he made a succession of personal appearances, at the theatres polled, it is because he starred in a number of box-office pictures, in which the Producer, Director, the Author, other stars and players, the Photography, Technical-skill, perhaps the Music, as in High Noon, all contributed to his success.

We have already mentioned the selection of The Best by the New York Critics, in an earlier Issue of The Digest. Let us review this list, and see how the selections compare with other lists of Best.

From Here To Eternity, Columbia Pictures, was selected as The Best Picture Of The Year. Fred Zinnemann, who directed it, was named the Best Director of the Year. Burt Lancaster, who was one of its stars, was selected as Top Actor of the Year.

In The Film Daily's 1953 Famous Fives selections, Fred Zinnemann led off as the Years Outstanding Director, for, From Here To Eternity. But in, The Film Daily's Famous Fives, Burt Lancaster of, From Here To Eternity is not named, but Montgomery Clift is mentioned second in the list of Best Performances by Male Stars, From Here To Eternity; Frank Sinatra is named in first position, as Best Performance by Supporting Actors, also, From Here To Eternity.

The National Board of Review, named M.G.M.'s Julius Caesar as the Best Picture of the Year. It, also, named From Here To Eternity in third position as Best.

George Stevens, who directed Paramount's Shane, was named as the Best Director of The Year, by the National Board of Review.

Shane was one of the Film Daily's Famous Five Best, Director, George Stevens.

During the voting, by the fourteen New York Critics, who selected, From Here To Eternity, as the Best Picture of the Year, and Fred Zinnemann as the Best Director, other directors, who received votes were George Stevens (Shane), Joseph L. Mankiewicz (Julius Caesar), William Wyler (Roman Holiday).

John Huston (Moulin Rouge), was in second place, as one of the Film Daily's Famous Five Directors; Henry Koster in third position for The Robe; George Stevens (Shane) fourth position and William Wyler (Roman Holiday) fifth in the Famous Five Film Daily's list of Top Directors.

National Board of Reviews other selections were, Louis de Rochemont Associates, Martin Luther, M.G.M.'s, Lili; Paramount's, Roman Holiday: Paramount's, Stalag 17; Burstyn's, Little Fugitive; M.G.M.'s Mogambo and The Robe, 20th Century-Fox.

In The Film Daily's Famous Five, The Top Director, Henry Koster, for The Robe is named. William Wyler, also, named among The Famous Five for, Roman Holiday.

Audrey Hepburn in Paramount's Roman Holiday named for Best Performance by Female Star, also, named by the New York Critics for Roman Holiday as Best Actress of the Year.

Competing with Audrey Hepburn for first place, New York Critics' selection, as Best Actress were: Ava Gardner (Mogambo), Anna Magnani (Bellissima), Jean Simmons (Young Bess), Leslie Caron (Lili), Colette Marchand (Moulin Rouge).

In the Film Daily's Five Best, Leslie Caron was in second position as Lili; Jane Wyman as Selina de Jong, third position in Warner's, So Big; Deborah Kerr as Catharine, in M.G.M.'s, Young Bess; Jean Simmons as Young Bess in fifth position.

You will note the New York Critics, in their ballots, named Jean Simmons for Young Bess, while the National Board of Review named, Jean Simmons as the Best Actress of The Year for her work in M.G.M.'s, Young Bess, for her work in 20th Century-Fox, The Robe and The Actress.

The Film Daily's Famous Five Best Performances, By a Male Star had, in First Place; Jose Ferrer as Toulouse-Lautrec in U-A's Moulin Rouge.

The National Board of Review named, James Mason as the Best Actor of The Year for, Face to Face, Desert Rats, The Man Between, Julius Caesar.

James Mason was not named in the Film Daily's Famous Five, but as we previously mentioned, he was named by the New York Critics for his, Brutus in M.G.M.'s Julius Caesar.

William Holden as Sefton in Paramount's, Stalag 17, is named among the Famous Five, also, Alan Ladd in Paramount's, Shane. Neither are named in the New York Critics list.

Montgomery Clift as, Robert E. Lee Prewitt in, From Here To Eternity is

(*Continued on Page* 2)

EXHIBITORS TAKE NOTICE! DIGEST FIRST SIX MONTHS SHOWMANSHIP CAMPAIGNS WILL BE JUDGED THE FIRST WEEK IN MARCH. PRIZES WILL BE AWARDED. ALL CAMPAIGNS WILL BE ELIGIBLE FOR FINAL JUDGING.

JOYOUS START TO M-G-M's JUBILEE "KNIGHTS" BOX-OFFICE SENSATION

M-G-M's FIRST BIG HIT IN

CINEMASCOPE

"KNIGHTS OF THE ROUND TABLE" (In COLOR Magnificence)

TOPS ORIGINAL RELEASE OF "IVANHOE" BY 32%!

TOPS ORIGINAL RELEASE OF "QUO VADIS" BY 22%!

1924-1954 M-G-M 30TH ANNIVERSARY JUBILEE

TRADE PAPER RAVES: "King size all the way."—*Variety* • "Masterwork of movie making."—*Film Daily* • "Tremendous. To make box-office history."—*M. P. Daily* "A true record-smasher."—*M. P. Herald* • "Long runs! Capacity! Profits!"—*Boxoffice*

—★—

M-G-M presents in CinemaScope "KNIGHTS OF THE ROUND TABLE" • (In Color Magnificence) starring Robert Taylor Ava Gardner • Mel Ferrer • with Anne Crawford • Stanley Baker • Screen Play by Talbot Jennings, Jan Lustig and Noel Langley • Based on Sir Thomas Malory's "Le Morte D'Arthur" • Directed by Richard Thorpe • Produced by Pandro S. Berman

Ray Presents

I FINALLY managed to go to the Towne-Cinema, to see M.G.M.'s, Julius Caesar, with its hand-picked cast.

Before I had time to digest what I was seeing, it was all over, and I felt disappointed, that there was not any more.

This will give you an idea of how swiftly the story and action moved, and how tightly the script was planned.

Everything moved without much ado, to the assassination of Caesar, and following which the oration of Marcus Antonius was the other big dramatic moment.

IN JULIUS CAESAR, neither the producer, nor the director, nor the stars have strained for effect.

Everything concerning this picture, from the settings, the costumes, the facial expressions of the players, their delivery of speech, their movements, all fit into a pattern, move into a groove, harmoniously, dramatically, toward an objective.

Looking at the M.G.M. production, it is easy, even for a casual mind, to grasp what Shakespeare sought to convey in this tragedy.

Two powerful forces are at play to destroy Caesar, the base force making use of the heroic force, so that the base force might accomplish the death of Caesar, to satisfy its own Ambition and Greed.

IN OUR own time, we have witnessed the assassination of Good Men, of Brave ideas; men, who were the tools of Ambitious men, for these tools, were under the impression, that they were serving their country and mankind by their actions.

These men, the Idealists, who seek only to Serve, like Brutus, in Julius Caesar, become confused, misdirected in their conduct, through the evil-persuasive tongues of men like Cassius, the latter, who gnaw upon their own vitals, in their ambition, greed and envy of other men in high places.

THE theory is, "one more deposed, one more dead, one more gone, and I move closer to the place I seek for myself."

The history of our Time has revealed, the climb to power of such as these, and their Grand Finale!

Julius Caesar, as William Shakespeare wrote the play, hundreds of years ago, could have been written as a story of our own Time.

All of which reveals, that the nature of man and beast, has not changed through centuries, irrespective of whether the setting is Roman or American.

EACH star, and there are many of them, in the M.G.M. production of Julius Caesar, under-played, rather than overplayed, therefore, despite the majestic resonance of a majesty of sentences, the players uttered their "thee" and "thou", as simply as if they were saying, "You and You."

Belonging to the old school of Shakespearean players, in which school the players either stormed the gallery, like a Booth, or let the poetic cadence of Shakespearean utterances roll out in chords of harmony, as the tones of an organ, it was at first foreign, to my ear, to hear Shakespeare so simply spoken, but once accustomed to this manner of speech, I found, that it was best adapted to the understanding tongue of our Time.

IT IS a rewarding performance of Julius Caesar, in which the producer and director have endeavored to produce and to present a sincere production, as for the players, the cast is reminiscent of one of Leo, The Lion's star-eyed slogans, "More stars than there are in the heavens."

Among these stars are two who proved particularly arresting to me.

John Gielgud, the Cassius of "the lean and hungry look", and Marlon Brando as Marcus Antonius, both looked and acted like Romans.

I expected an excellent Cassius, from John Gielgud, considering his histrionic ability, his theatrical background, experience and training.

I did not expect so excellent a Marcus Antonius, from Marlon Brando.

THE oration, over the dead body of Caesar, "Friends, Romans, Countrymen," is as difficult as is Hamlet's Soliloquy, "To Be, or not To Be."

The oration follows a tragic climax, the apex of the play of Julius Caesar, and to follow after it, either provokes an anticlimax, or must sustain the impact.

Brando sustains the drama, which from thereon, moves swiftly to its close, and for my Shakespearean taste, proves himself to be, "The noblest Roman of them all."

I MENTIONED, editorially, that Gary Cooper was voted First Place in the Motion Picture Herald's 22nd Annual Poll, in which the exhibitors of the United States, the United Kingdom and Canada participate.

Gary Cooper has been among the Top Ten Money Making Stars fourteen times, but this is the First Time, he has been First.

Combined, which includes Circuit and Independents, theatre operators only, made their selections in the U.S.

Quoting from William R. Weaver, the Herald's Hollywood Editor, we read, "On his 14th appearance on the Top Ten list, Gary Cooper has taken over, for the first time, the Number One Spot.

"THIS man is a marquee giant. He started crashing Top Ten in 1936, taking 10th place. His record shows two seconds, one third, three fourths, two fifths, one sixth, one seventh, one eight, and one nine. Those aren't fractions. Those are winnings over the sternest competition the whole world of Show Business could throw against him."

Pass the ammunition, brother, up to the Marquees.

Martin & Lewis, Alan Ladd, Bing Crosby, the latter, who is, also, a 14 timer, Marilyn Monroe, who joins the money-group for the first time, but who, in 1952 had first position in the poll of Stars of Tomorrow.

James Stewart in 7th position, next Bob Hope, followed by Susan Hayward and Randolph Scott to complete the ten.

HAVING now given Ten-Five and Top Money, as well as New York Critics' Bests, let's have a little fun, as the Holiday Season is just a few weeks behind us.

Vincent Canby, in the Motion Picture Herald, writes "Sophie Tucker, celebrating her 50th year in show business added to her repertoire a number entitled, "I'm a 3-D Mama with a Big Wide Screen."

I have something else to "drive away dull care."

I saw it in The Toronto Globe & Mail, Friday, Jan. 8th, and it concerns Judge T. M. Mulligan, presiding first division court, Port Arthur, Ont.

WHEN I read the poetry of Judge Mulligan, which preceded his judgment, in connection with what a young bull did to a heifer, I enjoyed His Honour's poetry so much, that I was moved to dedicate a poem of my own to him.

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Toronto and District

By BILL PRESS

Confirmation of the report of the Paul L. Nathanson purchase of control of Associated Screen News Limited, Montreal, was announced last week by George Beeston.

On the day of the announcement, Associated Screen News issued a statement which indicated stepped-up production of films for TV.

Pointing out that the eight new television stations in operation, and 11 more scheduled to be on the air before the end of 1954, will rely much on films for which Associated Screen News "is already in full swing with a large staff of experienced laboratory and studio personnel to tackle each and every job as it comes along."

Film subjects for the "new audience" were being prepared for large Canadian firms. Fully equipped for production, "A.S.N. looks forward to 1954 with increasing confidence," it was stated.

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, always comes out with an appropriate slogan for the year. His motto this time is "Hustle More, in '54".

J. Arthur Rank Film Distributors (Canada) Limited has announced that the Montreal engagement of "The Malta Story" at the Avenue Theatre will open with a special benefit performance Jan. 21 under the auspices of the Sovereign and Military Order of Malta, in aid of the war orphans of Malta.

The use of the theatre for the occasion has been donated by United Amusement Corp.

Mrs. James R. Nairn of Toronto, entertained at supper recently for the executive of the Women's Press Club of which she is the president.

Manager Len Bishop had an attractive attraction on the mezzanine floor of Shea's Theatre during the current engagement of "Here Come the Girls."

The girls in the extra demonstration were Walter Thornton models who paraded twice daily for the special audience. Richard Hudnut gifts were handed out while a photo contest was staged prior to Jan. 9 for the picking of three girls for a Walter Thornton course.

The Soper Theatre, Smiths Falls, a link in the Premier Theatre chain, present a pass for one month to the parents of the first baby born this year in the Ontario town.

The Palace Theatre, St. Catharines, figured with three other Odeon units in the special prize contest for two free trips to New York in co-operation with the Lucas & King Travel Service at Hamilton. Four trips were given at both the Capitol and Palace in Hamilton and two at the Odeon Theatre, Brantford, as previously announced.

Don F. Brown of Windsor, federal member for Essex West in the House of Commons, has been named chairman for the Parliamentary committee which will deal with proposed revisions of the criminal statutes including control of lotteries and games of chance. The latter takes in bingo games.

The committee is expected to line up its recommendations during the current session.

ALLIED ARTISTS ANNOUNCES 12 FILMS READY

Frank Vaughan, Canadian General Manager of *Allied Artists,* announced that there are 12 films in its backlog, and that *Allied Artists* now has 13 of its pictures to be made in 1954 in various stages of preparation.

Included in the backlog are several top-line productions: "Riot In Cell Block 11," "Arrow In the Dust," filmed in *Technicolor;* "Dragonfly Squadron," "Pride Of the Blue Grass," "Loophole," House In the Sea" and "World For Ransom."

Films currently in preparation include four to be made in *Technicolor.* They are "The Annapolis Story," "The Black Prince" (to be done in *Cinemascope*) and "Wichita," all to be personally produced by executive producer *Walter Mirisch,* and "Eagles Of the Fleet," which *Hays Goetz* will produce.

The others are "Ketchikan," "Massacre At Dragon Wells" and "Crashing Timber," which *Lindsley Parsons* will produce; "Wanted By the F.B.I.," to be produced by *William F. Broidy;* "Meet the Monsters" and "Jungle Gents," Bowery Boys comedies starring *Leo Gorcey* and *Huntz Hall,* to be produced by *Ben Schwalb,* and three *Vincent M. Fennelly* films, "Quantrill's Raiders" and "Tonopah," to star *Wild Bill Elliott,* and "Cheyenne Crossing," to star *Wayne Morris.*

LeROY TO WARNER BROS.

"*Mervyn LeRoy,* the director for whom every studio door in America and in Europe was thrown open with almost irresistible offers to be 'welcome,' will once again be with *Warner Bros.,*" announced *Jack L. Warner.*

"With more successful productions to his credit than any director-producer in the motion picture industry, I am naturally elated to announce that *Mervyn LeRoy* returns to *Warner Bros. Studios* this month to make the kind of pictures that have won for him more honors than seldom come to a motion picture director in several lifetimes," said *Mr. Warner.*

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Maritime News

HELEN CROWLEY

Members of the Motion Picture Industry throughout the Maritimes will regret to learn that another old-time friend has passed on. Mr. William R. Steen employed in both the exhibition and distribution ends of the business for more than twenty years died suddenly at the Saint John General Hospital on New Year's Day — he was 49 years of age.

Mr. Steen first entered the business in the employ of the Franklin-Herschorn Circuit as an usher in its Mayfair Theatre, later becoming manager of the Regent. For a number of years he was employed by Twentieth Century-Fox office as shipper and for the past year has been booker with the J. Arthur Rank Organization.

Mr. Steen was widely known also for his connection with Labor matters — at the time of his death he was Secretary-Treasurer of the Saint John District Waterfront Council and Secretary of the Ship Liners Local ILA No. 039.

Active in fraternal and other circles, he was a member of Union Lodge No. 2, Knights of Pythias and past Chancellor of that Lodge. He was a member of the Allison Club, the Saint John Trades and Labor Council, served as chairman of Brooks Ward for the Saint John Liberal Association and was a member of the Royal Antideluvian Order of Buffaloes, No. 6142. He was also a member of the Coburg St. Christian Church.

The very large group of representative citizens present at his funeral and the beautiful floral tributes testified to the esteem in which Mr. Steen had been held.

Mr. F. Gordon Spencer presented cheques which have been donated as prizes for many years by the F. G. Spencer Company to the winners in Grade XIII of History and French subjects—at the Saint John High School when school reopened Monday of this week.

What's Best For You, Is Best

(*Continued from Page* 1)

in Second Place in the Famous Five Best Performances by a Male Star, and in Fifth Place is, Richard Burton as Marcellus Gallio in 20th Fox's, The Robe.

The New York Critics gave a Best in the Foreign Language Class to Justice Is Done.

The National Board of Review gave the Foreign Award to, A Queen Is Crowned, Jaro-Universal. Followed by U-A's Moulin Rouge; The Little World of Don Camillio, IFE; Strange Deception, Casino; and U-A's-JARO Conquest of Everest.

The placing of some of these pictures in The Foreign Classification puzzles me, but I keep forgetting, if a picture is made outside of the United States, it is foreign. But are pictures classified, by the National Board of Review, if made by U.S. producers, in the English language, but produced in England or other countries, as foreign?

The New York Critics cited, A Queen Is Crowned and The Conquest of Everest for Special Citations as distinguished contributions to the art of documentary film-making.

Among the Film Daily's list of Year's Best Photographed Pictures, in top place is, Moulin Rouge by Oswald Morris, for Romulus Films, released by United Artists; and in Fourth Place is, A Queen Is Crowned, by J. Arthur Rank's Technicolor camera-crew, Released by Universal.

There are other lists of Bests, in which you will find, among a selection as winners, the winners herein named, but one other list, I would like to mention, it is in Bosley Crowther's comments in the Sunday New York Times, headed, "Moderate Dissent," with an added subcaption, "Exception Is Taken to Film Critics, Bests."

If I read Mr. Crowther correctly, had he the power to have swayed the critics to his way of judging, The Conquest of Mount Everest would have been selected as The Picture of The Year. "The Everest picture was the more dynamic and dramatic hands down," said Mr. Crowther in making a comparison.

There have been a number of outstanding performances by stars and players, surprise performances of exceptional quality, as an example, Alan Ladd, as Shane, Leslie Caron as, Lili and Audrey Hepburn as Princess Anne in Roman Holiday, Ava Gardner in Mogambo, Frank Sinatra in From Here To Eternity, Victor Mature in, The Robe and Richard Burton in The Robe, Spencer Tracey in The Actress, Gloria Grahame in The Bad and The Beautiful, Jane Wyman in W-B, So Big, Colette Marchand in Moulin Rouge, Montgomery Clift in, From Here To Eternity, and last but not least, John Gielgud, as Cassius, in Julius Caesar, although I should not be surprised at his excellent characterization, rather should I say, I would be surprised, if he were not as good. But Marlon Brando in Julius Caesar, there is the big surprise. As Marcus Antonius, he was a revelation.

We now approach The Academy Awards. The decisions will be difficult.

As for the Exhibitors, Producers and Distributors, in relation to The Bests, you know what has been Best For You!

VANCOUVER NEWS

By JACK DROY

O'Brien Advertising Ltd., has purchased a site near Stanley Park, in Vancouver, on which it will build an advertising centre, which will include, a theatre for TV radio and film productions presentation.

The three month lumber strike is over and theatremen in the Cariboo district who depend on the lumberjacks for revenue are happy. It's estimated that the lumber workers lost around a million dollars in wages.

Famous Players have installed wide-screen CinemaScope in their 970-seat Columbia at New Westminster, and will open with "The Robe" Jan. 15. FPCC will install the new medium in all B.C. theatres as soon as possible, their district office reports.

For the first time in months Odeon are playing a 3-D picture, "I The Jury", at the downtown Plaza. Famous Players will play "Kiss Me Kate" day and date at the Capitol, Strand-Capitol in 2-D and Strand in 3-D.

Two theatres are in the blue print stage, to be built in new shopping districts in North Vancouver and South Burnaby and its reported, they will be operated by Seattle interests.

The wife of Bill Myers, President of B.C. Canadian Picture Pioneers is very ill in New Westminster.

'The Robe" doing capacity at the Royal, Victoria and the Capitol here is doing nice business on "How to Marry a Millionaire."

Maynard Joiner of Famous Players, was elected vice-president of Vancouver Tourist Association.

Groups of teen-agers were giving theatres plenty of grief over the holidays going out of the way to make trouble for theatres staffs, especially downtown and on the east side of town. Regarding vandalism most exhibitors agree that the problem would be alleviated if they could hire trained personnel.

PRAIRIE NEWS

By BRUCE PEACOCK

A motion picture exhibitor at Humboldt, Sask., since 1911, Frank George Bailey, 83, died at Humboldt Dec. 10. Burial was in Humboldt cemetery Dec. 12. Mr. Bailey was a partner in the Lux theatre in Regina in 1908 and moved to Humboldt in 1911. He built the present Lux theatre in Humboldt in 1948. It has been operated in recent years by a son, George. A son, Fred, lives in Montreal and a daughter, Mrs. Essie Forster, lives in Regina.

Lux theatre at Humboldt, Sask., was closed from Dec. 21 to Dec. 28 so that the staff could take advantage of the holiday season and attend church services. It was the firs time that the theatre had been closed for any length of time.

Although all the theatres in Moose Jaw are old buildings, they are in a reasonably good state of repair, said Dr. P. B. Peacock, regional medical health officer, in a recent report. His most serious criticism was that the air intake was a cold intake pumped in under pressure. Excepted from this was the Studio theatre which employs what Dr. Peacock calls true air conditioning, with warm air pumped in and humidified.

Dr. Paul Kowalishin of Canora, Saskatchewan, purchased the ROXY in that town, from Regal Amusements. The deal also involved the proposed 300-car drive-in near Canora. The ROXY is a small 200-seater.

The new Lux Theatre built by the Beatty brothers, a 300-seater, opened recently, in the Saskatchewan farming town of Kerrobert. Its the towns second theatre.

The Empress, in Medicine Hat, Alberta, dark for a number of years, and the town's old road-show theatre, has reopened with a picture policy.

AMERICANO FOR RKO

RKO Radio Pictures announced today the signing of a distribution deal with *Robert Stillman Productions* for the release of The Americano, marking the fifth film in as many weeks to be placed on *RKO's* 1954 agenda with independent producers.

Other films which have been listed for distribution are: "The Girl Rush," starring *Rosalind Russell* for *Frederick Brisson's Independent Artists Company;* "Desperate Men," co-starring *John Payne-Lizabeth Scott* for *Benedict Bogeaus;* "Killers From Space," featuring *Peter Graves* and *Betty Bestar* for *W. Lee Wilder,* and "Saint's Girl Friday," starring *Louis Hayward* and *Naomi Chance* for *Julian Lesser.*

Ray Presents

(Continued from Page 3)

If you read His Honour's handling of this amorous case, and the wit contained in his verses, you will be reminded of a gentleman of our Industry, Mr. Leonard Brockington, C.M.G., Q.C., L.L.D., President of Odeon Theatres of Canada Ltd., who has the wit of tongue, the language and the nimbleness of mind, to match these qualities possessed by Judge Mulligan.

"PORT ARTHUR, Jan. 7. — With recourse to some appropriate verse, Judge T. M. Mulligan has untangled a ticklish legal dispute involving a district heifer and a neighboring bull.

"Presiding at sittings of the first division court, his honor was confronted today with a civil suit in which a district farmer claimed that a neighbor's young bull had jumped a fence and that the bull's subsequent actions had damaged the first farmer's year-old heifer to the extent of $100.

"The plaintiff claimed that because the heifer was still at an early age, it was injured to a great extent.

"The defendant claimed that his bull had been tethered all the time, and he denied the animal had become acquainted with the heifer.

"His honor's decision included two pieces of poetry:

"What dire offense from am'rous cases springs,
What mighty contests rise from trivial things.

"His honor then extended his apologies to Alexander Pope, and stated that:

He saw, he wished, and to the prize aspired,
Resolved to win, he meditates the way,
By force to ravish or by fraud betray;
Few when success a lover's foil attends,
Few ask, if fraud or force attained his ends.

"HIS honor referred to certain legal aspects of trespassing and declared: 'Consequently, the question is one of damages—taking everything into consideration — including the fact that the heifer was not a purebred animal—I feel that if I allow the plaintiff $35 and costs, he will be fully compensated.'"

O WISE AND UPRIGHT JUDGE

O what a wit
Was here employed,
Appraising damages
To a farmer,
Whose little heifer
Was decoyed;
Innocent of the bull's intent,
The way of all flesh went.

Not all bulls
Are Jupiters in disguise,
Who, from Mount Olympus,
Europa spies,
Descends to bring the light of love,
Into her down-cast eyes.

Had the heifer's master
Led her to her fate,
And paid his neighbor's gigolo
To be her mate,
To dance attendance,
And fine mettle show,
Would the heifer's future
More securely grow?

Those who make a bull,
Give birth to a calf,
So, it has been said,
But those, who write a bull,
Impressed with golden seal,
Stamp there on, the Law,
Before which men must kneel.

But the farmer's heifer—
It is not to laugh,
Was not a full-grown cow,
Just a virgin calf.

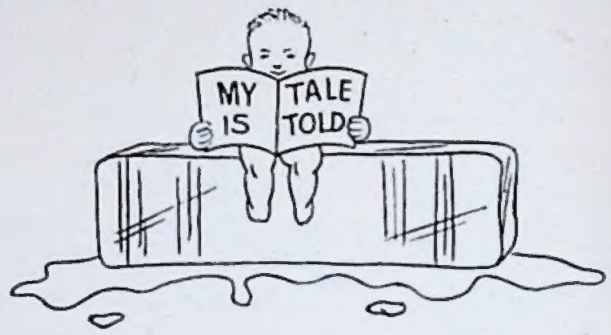
And this neighbor's bull,
Not in Bovril's class,
Much more alive than dead,
At the heifer, "made a pass."

O wise and upright judge,
Long may you
In Judgment sit,
And from the Tomes
Of Jurisprudence,
In which science there's writ,
The Precedent of Commonsense,
May you reclaim
The Sense of Wit!

For wit is wiser
In the Mirth of Jest,
Than wise men
Grown sour of Sweet Humour,
Sweet Humour oils the mind,
Turns not the blood
To vinegar,
But keeps the spirit kind,
Loosens the tongue
With flow of honeyed words,
Makes the laughter grow,
And makes the anger slow.

I would be extravagant
In spending Time,
With one who speaks,
Merrily and not verily,
And count the hours
As minutes passing by,
Than spend one minute,
With a fellow,
Who sees the world
With jaundiced-eye.

O wise and witty Judge,
Judge Mulligan by name,
Strange are the ways of men,
Strange are the paths to Fame.



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- **ASTROLITE SCREEN**
- **RCA DYNALITE SCREEN**
- **PREFABRICATED AND SEMI-FABRICATED SCREEN FRAMES**
- **3-D EQUIPMENT**

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Krendel's Showmanship Drive Named "BONANZA"

"THE TITLE was suggested by my assistant editor of this BALLYHOO of ours, Janet . . . Mr. Webster defines BONANZA as "Anything yielding a rich return" . . . and that's exactly what I am after.

"I expect a rich return of IDEAS . . . of SELLING ANGLES on each and every attraction . . . of PUBLIC RELATIONS which will keep your theatre and our company constantly in the public eye . . . and as a natural consequence, a rich return in terms of boxoffice dollars to help pay your salary and mine.

"What's in it for you? . . . a fair question . . . I'd say there's the satisfaction of keeping yourself just a little in front of the pack . . . Of bringing your work to the attention of our executives and the whole industry . . . and of course there's a whole BONANZA of cash and prizes for the winners.

"THE SET-UP will be the same as used in previous contests . . . At least one stunt EVERY WEEK from every theatre in this group . . . A bonus for consistency every month and at the conclusion.

"THE DATES as advised in an earlier issue this contest starts with the week ending January 9th, and continues for twenty-five weeks up to and including week ending June 26th.

"SCORING will be on a point basis . . . so many points for individual stunts, for newspaper breaks, both stories and pictures . . . promoted radio time, co-op pages, pictures in Canadian and U.S. trade publications, and good public relations."

Dan Krendel.

UA'S ANNIVERSARY DRIVE

United Artists' Los Angeles, Charlotte (N.C.) and New Haven exchanges are leading the 32 branches competing in the 35th Anniversary sales drive honoring President *Arthur B. Krim* it was announced by co-captains *William J. Heineman*, vice-president in charge of distribution, and *B. G. Kranze*, general sales manager.

These latest standings cover the first five weeks of the six-month sales campaign, which is being held in conjunction with the global celebration commemorating UA's founding on April 17, 1919.

The Los Angeles branch is managed by *Richard Carnegie; Harold Keeter* heads the Charlotte exchange and *Sidney Cooper* directs the New Haven exchange.

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PARAMOUNT HONORS VETERAN EMPLOYEES

As 1953 was ready to leave the stage, *Paramount Film Service Limited* honoured four of its employees for long standing service with the company.

Gordon Lightstone, Canadian General Manager, bestowed four wrist watches, suitably engraved, a *Paramount* pin with diamond inset, and a hand lettered scroll to four employees who had spent a quarter of a century with *Paramount Pictures.*

In Toronto, the presentation was made personally by *Lightstone* to *William Turner,* Inspector, before the assembled employees of *Paramount's* Home Office and the Ontario Branch. Others who received their tokens of membership in *Paramount's Twenty-Five Year Club* were: *Maurice Griffin,* Shipper; *William P. Young,* Booker; *Miss Ellen Shannon,* Manager's stenographer, of St. John, Montreal, and Calgary respectively.

The watches tendered to the new members of the Twenty-Five Year Club were suitably inscribed with "Presented by *Paramount Pictures* in tribute for more than twenty-five years of faithful service". The membership scrolls in the Twenty-Five Year Club were signed by the President of *Paramount Pictures, Barney Balaban.*

NEIGHBOURS

Neighbours, Oscar-winning production by *Norman McLaren,* is one of five *National Film Board* entries in Brazil's first International Film Festival to be held February 13 to 26 in Sao Paulo. *McLaren* will attend the festival as a guest of the organizers, the Ministry of Foreign Affairs and the Ministry of Education, who will pay all expenses of the trip.

Other *N.F.B.* films to be screened are: Begone Dull Care, Romance of Transportation, Varley and the The Fight: Science Against Cancer. The festival which is part of celebrations of the fourth centenary of the founding of Sao Paulo coincides with the first International Trade Fair held in the city. Films will be screened from Brazil, France, Italy, Britain, Germany, Sweden, Spain, Portugal, Argentina, Mexico, Uruguay, the United States, Canada, India and Japan. The festival, at which no awards will be made, moves from Sao Paulo on February 26 to Rio de Janeiro where it concludes March 3.

CANADIAN FILM AWARDS

The closing date for entries for the Canadian Film Awards was January 1, 1954. Films must be received not later than January 15th.

Entries must have been produced in Canada and released during 1953.

This year's competition includes six classes:

1. Theatrical: feature length 35mm films over 3,000 feet in length,

2. Theatrical: short 35 mm under 3,000 feet,

3. Non-theatrical: 16mm sponsored by a government agency,

4. Non-theatrical: 16mm sponsored by an industry or non-governmental agency,

5. Open: non-theatrical 16mm produced principally for non-theatrical distribution,

6. Amateur.

Films in the Amateur class must be produced by individuals or groups whose main source of livelihood is not in motion picture production, and for which the producer has not received compensation. To the producer of the best film in this category will go the Trophy of the Association of Motion Picture Producers and Laboratories of Canada.

Judges may make the following awards: Canadian Film of the Year to the 1953 film which represents the highest achievement; a First Award to the film adjudged best in each class; Honorable Mention to a film worthy of recognition which does not quality for a First Award.

The coveted honor of 'Film of the Year' has been granted only three times. In 1952 ,it went to TI-COQ, in 1951 to NEWFOUNDLAND SCENE and in 1949 to LOON'S NECKLACE.

Mr. Herbert Daller, Chairman of the Committee, stated that over 60 films were entered last year, thirty per cent more than ever before.

Additional information may be secured from the Manager, Canadian Film Awards, 142 Sparks Street, Ottawa.

THE COMMAND — WARNER'S IN CINEMASCOPE

Warner Bros.' first *CinemaScope* production, the epic outdoor spectacle "The Command," in *WarnerColor* and with Stereophonic Sound, will have its gala public World Premiere opening at the N. Y. Paramount Theatre, Friday evening, January 15, at 6:00 p.m. at regular admission prices. The giant Times Square showplace will be closed to the public during Friday morning and afternoon to allow the installation of the special *CinemaScope* equipment needed to project the wide-screen saga which stars *Guy Madison, Joan Weldon* and *James Whitmore.*

JARO'S ROYAL SYMPHONY

Frank Fisher, General Manager of *J. Arthur Rank Film Distributors* (Canada) Ltd., announced this week that Producer *Castleton Knight* has produced another *Technicolor* film of the events which followed the Coronation on June 2nd.

"Royal Symphony" is a 55-minute feature containing all *Queen Elizabeth's* and the *Duke of Edinburgh's* visits to Scotland, Wales, the Braemar Games, the Air Force review and the Naval review at Spithead climaxing with the River Thames Pageant which incidentally *Castleton Knight* produced for the Coronation Committee.

The film will tell the story of the *Queen* receiving the crown in Edinburgh and her visit to the famous Bramaer Games, receiving the acclaim from the people of Wales at the historic Carnarvon Castle. The Junior service provided a spectacular review which had units from all the Commonwealth countries. The Queen and her consort then reviewed the Navy at Spithead.

The River Thames pageant told the story of the river from the time of the Vikings through centuries to the present day. All these colorful, memorable and historic events will be included in this *Technicolor* film.

RUSS SIMPSON MOVES TO O'BRIEN CO. LTD.

Russell (Russ) Simpson, that popular fellow from the Coast, who, following the resignation of Jack Hunter, Paramount Toronto Branch Manager, came to Toronto from Paramount Vancouver office. Russ has resigned to become supervisor of the theatre operations of the M. J. O'Brien Company Ltd. in the Ottawa valley. Russ has been with Paramount Film Service since 1929, nearly a quarter of a century.

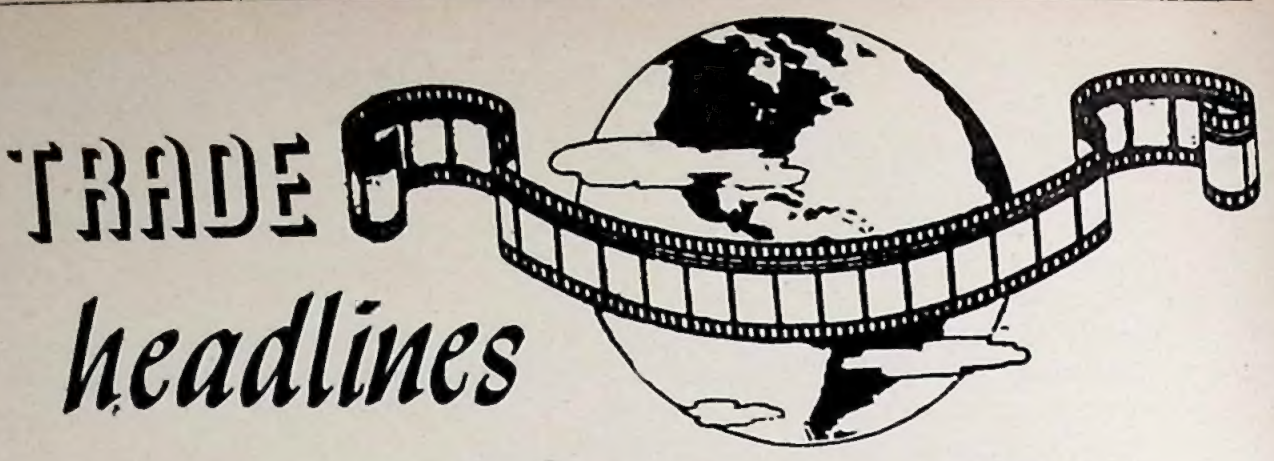
Gordon Lightstone, Canadian General Manager for Paramount announced that the resignation will take effect, Jan. 16th, and that Al Iscove has been appointed as acting Toronto Branch Manager.

CANADIAN PICTURE PIONEERS

At the last Directors' meeting it was decided to hold the next Annual Meeting of the Canadian Picture Pioneers Wednesday, January 20th.

The location of the meeting will be the *Crystal Ballroom* at the *King Edward Hotel. Registration will be at* 3:00 *P.M. and the meeting will open at* 3:30 *P.M.*

At the General Meeting, in addition to the reading of the Reports of the President and the Secretary-Treasurer, the election of Officers and such other business as may be brought before the meeting, there will be submitted for ratification and approval an amendment to the By-laws passed by the Directors at their meeting of December 11th, 1953, providing that past Presidents of the organization shall be ex-officio members of the Board of Directors.



Samuel Goldwyn suggests code be re-examined since it is a quarter of a century since first introduced and should be brought up to date.

●

Twenty features planned in total by major and independents in January, the lowest number in months.

●

Otto Preminger, director of the stage production of the musical success, Carmen Jones, will direct, in Cinemascope, Carmen Jones, for 20th Century-Fox, in technicolor and with an all-negro cast.

●

General Federation of Women's Clubs, U.S.A. selected MGM's production of Julius Caesar as the top picture of their 1953 Ten Best.

●

Representatives of four film trade associations in England to meet with J. Boyd Carpenter, financial secretary to the Treasury, to discuss Industry's appeal for entertainment tax relief, the first week in February.

●

Adolph Zukor, chairman Board of Directors, Paramount pictures sends £1,000 ($2,800) to endow bed at Glebelands, rest home of the U.K. Trade Fund beneficiaries.

●

Vatican City asks check on TV programs.

●

Censor Board Quebec bans Martin Luther film. Chairman states that the ban is open to appeal.

●

Jack Benny's show (C.B.S., Sunday nights) was voted the best network radio program of 1953 and Jack Benny radio best 1953 performer in the 18th Annual Motion Picture Daily Radio poll for Fame.

●

J. J. Chisholm leaves Associated Screen Toronto Office to work in Head Office, Montreal.

●

Larry Graburn and family have left for Hollywood where he will take over his work at Columbia Pictures.

●

Fred Astaire and Ginger Rogers were co-stars of nine musicals for RKO, which were all boxoffice winners, RKO will remake the eight plus an Astaire-Joan Fontaine combination. All stories have great musical compositions.

CAPITAL STORY

By BILL McLAUGHLIN

Another former local show man, Stewart G. (Stu) Gillespie was here with Mrs. Gillespie and their two children as guests of the former's mother. Stewart was manager of the Elgin Theatre when last heard of in show business. He is now on the sales staff of the plastic division of the Canadian Chemical Company, Limited, with headquarters in Toronto.

The Story of Gilbert and Sullivan is now on its second and final big week at the Little Elgin Theatre, where it has been playing to steady business at 90 cents top. Another big hit over the holiday season was Jeanne d'Arc, French version of the Walter Wanger production. It was held over for several extra days to accomodate the crowds at the Francais Theatre.

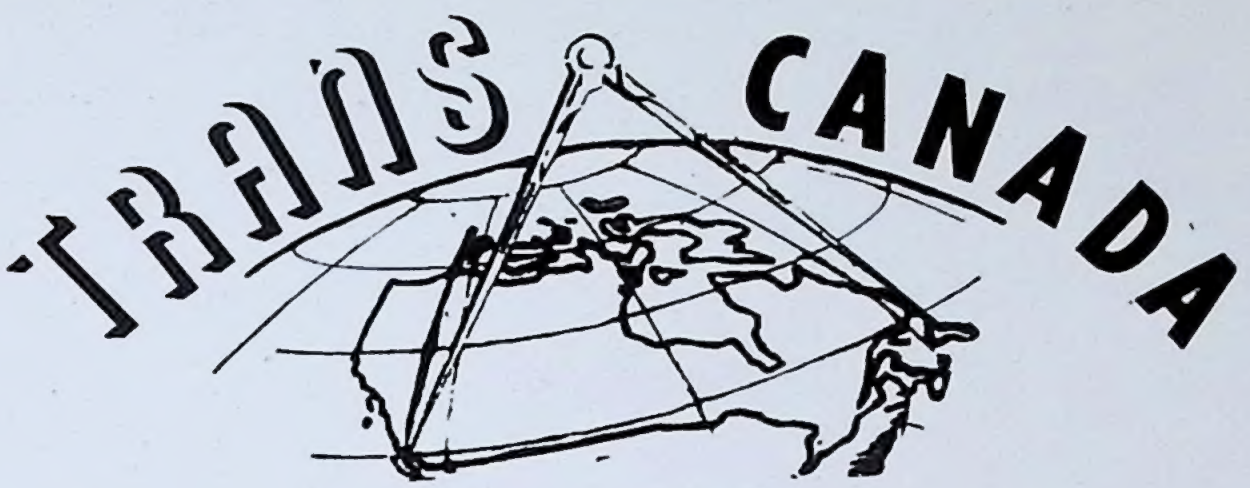
Biggest hit of the holiday season was The Captain's Paradise. The British-made film starring the always dependable Alec Guinness, was held over for a second big week at the Elgin Theatre. Rita Hayworth's Miss Sadie Thompson is ready to take over this spot when the customers have had enough of Mr. Guinness. Sadie, incidentally, was given a New Year's Eve preview in 3-D at the Elgin at $1.00 for all seats and drew a large crowd of night owls.

With Christmas and New Year's holidays behind them, movie theatre managers have now settled down to several months of keeping their patrons in line during the long Winter drag. Business has caught up to better than average for the first weeks of the new season and the fans are being treated to excellent bills of movie fare.

Mr. and Mrs. Norton H. Payne, of Montreal, were among a number of show folks to visit friends in Ottawa over the Christmas and New Year season. Bunny Payne was well-known here years ago when he played the organ during intermissions and accompanied silent films on the piano at the Regent and Centre theatres. Bunny has been residing in the Quebec metropolis during the past 20 years and now has his own radio and television agency.

Austrian-made Eroica, the story of Beethoven, showing at the Globe Theatre for one week. Local film reviewers favorable to the production, which is noted for the great-German's music interspersed throughout the film, and the fine acting of Ewald Balser in the role of Beethoven.

The death of Wilfred Pomeroy at the home of his married daughter shortly after New Year's recalled memories of show business in Ottawa shortly after the end of the First World War. The late Mr. Pomeroy specialized in advertising work, and, as a member of the Citizen advertising department, was a frequent visitor to the Flower Theatre, where his cousin, Walter, was manager for the late N. L. Nathanson.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Third Week. How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

SHEA'S
Second Week. Here Come the Girls (Para.) Technicolor with Bob Hope.

UNIVERSITY & EGLINTON
Third Week. Little Boy Lost (Para.) with Bing Crosby.

NORTOWN
Mogambo (MGM) Technicolor with Clark Gable and Ava Gardner.

ODEON-CARLTON
Third Week. Paratrooper (Col.) Technicolor with Alan Ladd.

UPTOWN
Second Week. Kiss Me Kate (MGM) Technicolor and 3-D with Kathryn Grayson.

LOEW'S
Third Week. Easy to Love (MGM) Technicolor with Esther Williams.

TOWNE CINEMA
Third Week. Julius Caesar (MGM)

INTERNATIONAL CINEMA
Tenth Week. The Holly and the Ivy (IFD) with Ralph Richardson.

STUDIO
Third Week. Sadko (Astral) Magicolor.

DOWNTOWN
Slaves of Babylon (Col.) Technicolor and Casanova Brown (Alliance).

MONTREAL

PALACE
Second Week. How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

LOEW'S
Little Boy Lost (Para.) with Bing Crosby.

PRINCESS
Second Week. Hondo (WB) WarnerColor and 3-D with John Wayne.

CAPITOL
Second Week. The Caddy (Para.) with Dean Martin and Jerry Lewis.

STRAND-SNOWDON-OUTREMONT
Second Week. Walking My Baby Back Home (E-U) Technicolor and Second Chance (RKO) Technicolor.

KENT
Second Week. The Conquest of Everest (JARO) Technicolor.

AVENUE
Second Week. The Man Between (IFD) with James Mason.

ALOUETTE
Caroline Cherie.

WINNIPEG

CAPITOL
Third Week. How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

MET
Vicki (20th-Fox) with Jeanne Crain.

ODEON
Second Week. Genevieve (JARO) Technicolor with John Gregson.

GARRICK
Walking My Baby Back Home (E-U) Technicolor with Donald O'Connor.

LYCEUM
Second Week. Island in the Sky (WB) with John Wayne.

GAIETY
Second Week. The Captain's Paradise (IFD) with Alec Guinness.

VANCOUVER

CAPITOL
Second Week. How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

ORPHEUM
Second Week. All The Brothers Were Valiant (MGM) Technicolor with Robert Taylor.

STRAND
Flight To Tangier (Para.) Technicolor with Jack Palance.

STUDIO
Eighth Week. The Captain's Paradise (IFD) with Alec Guinness.

VOGUE
Second Week. Walking My Baby Back Home (E-U) Technicolor with Donald O'Connor.

PLAZA
I, The Jury (UA) 3-D with Biff Elliot.

HASTINGS
The Grand Concert (Astral) Magicolor.

SAINT JOHN

PARAMOUNT
Mogambo (MGM) Technicolor with Clark Gable and Ava Gardner.

STRAND
Moulin Rouge (UA) Technicolor with Jose Ferrer.

CAPITOL
So Big (WB) with Jane Wyman.

KENT
Seven Deadly Sins (Cardinal).

JAMES E. RAIBOURN

Funeral services for *James E. Raibourn*, 83, father of *Paul Raibourn*, vice-president of *Paramount Pictures Corporation*, were held Thursday, January 7, at the First Methodist Church, Eldorado, Ill. He died at Bradenton Memorial Hospital, Sarasota, Fla. on Sunday, January 3. Interment took place at Lynnville, Ind.

Survivors also include his widow, *Mrs. Ida C. Raibourn*, and another son, *Claude*, of Sarasota.

RED GARTERS

ABOUT MRS. LESLIE

REAR WINDOW

CASANOVA'S BIG NIGHT

NAKED JUNGLE

KNOCK ON WOOD

BOTANY BAY

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January 8th, 1954

CANADIAN EXHIBITORS
CANADIAN THEATRES
ACROSS CANADA

PARAMOUNT PICTURES HAVE JUST CONCLUDED A RECORD BREAKING PARAMOUNT DRIVE HONORING THE DEAN OF THE INDUSTRY AND THE CHAIRMAN OF OUR BOARD, ADOLPH ZUKOR STOP THREE THINGS HAVE MADE THIS POSSIBLE - YOUR FRIENDLY CO/OPERATION, GOOD PICTURES AND A WARM AFFECTION FOR THE MAN HONORED BY THE DRIVE STOP OF THE FIRST WE IN CANADIAN PARAMOUNT ARE DEEPLY GRATEFUL COMA OF THE SECOND WE ARE JUSTLY PROUD AND THE THIRD WILL BRING EACH OF YOU SATISFACTION FROM YOUR TRIBUTE STOP SINCERE THANKS FOR YOUR SPLENDID AND PERSONAL PARTICIPATION GRATEFULLY

GORDON LIGHTSTONE

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SABRINA FAIR

ULYSSES

WHITE CHRISTMAS

ELEPHANT WALK

COUNTRY GIRL

LEGEND OF THE INCA

LIVING IT UP

FOREVER FEMALE

ALASKA SEAS

CONQUEST OF SPACE

BRIDGES AT TOKO-RI

THE TEN COMMANDMENTS